



A Welcome to
Visitors.

It is our wish that every citizen in Salt Lake and vicinity attend the opening, either
Monday Afternoon or During the day of Tuesday.

A Few More Touches and the Store Will Be Ready.

Keith-O'Brien Co.

In whichever department patronage is bestowed the standard of value will be found excellent.

The Institution.

In this great institution, as nowhere else, will be found the best expressions of the tribute which talent pays to beauty—the creations of the world's foremost designers of feminine apparel, wrought into masterpieces of artistic inventions.

The Departments.

Dry Goods, Shoes for Women, Misses and Children, Outfitters for Men and Women, Draperies, Rug and House Furnishings, Millinery, The making of gowns for women, Stationery and Art Goods, Shirt and Shirt Waist Factory, and numerous small departments.

Low prices will be maintained. This will create between customer and store an agreeable relationship.

